



City of Scottsdale
General Plan 2014 Task Force Special Meeting and
Possible Joint Special Meeting with the Planning Commission**

*****The Planning Commission and/or Members from the Planning Commission will be present to discuss the Land Use Element, General Plan Amendment Criteria, Character & Design Element and may possibly discuss any of the following agenda items.***

MARKED

****AMENDED Notice and Agenda**

5:30 p.m., Monday, January 13, 2014
Community Design Studio
7506 E Indian School Road, Scottsdale, AZ 85251

General Plan 2014 Task Force

Wendy Springborn, *Co-Chair*
Jim Heitel, *Co-Chair*
Phil Allsopp
Kathe Barnes
Mike Bergfeldt
Timothy P. Burns
Nancy Cantor
Dawn Cartier

Joe Galli
Troy Gillenwater
Donna Hardin
John Hink
Abby Hoover
Rick Kidder
Sonnie Kirtley
Loren Molever

Howard Myers
Jude Nau
Ned O'Hearn
Suzanne Paetzer
Copper Phillips
Doreen Reinke
Laraine Rodgers

Planning Commission

Michael D'Andrea, *Chair*
Ed Grant, *Vice Chair*
David Brantner

Matthew Cody
Michael Edwards
Erik Filsinger

Jay Petkunas

— Quorum of Planning Commission not present, however D'Andrea, Brantner, and Cody were present for discussion.

Call to Order – 5:40 p.m.

Roll Call – Cartier, Galli, Paetzer absent. Heitel, Myers, O'Hearn, Phillips absent due to resignation from Task Force.

1. Public Comment (A.R.S. 38-431.02 (K))

Citizens may address the members of the General Plan 2014 Task Force and Planning Commission during Public Comment. This "Public Comment" time is reserved for citizen comments regarding agendized items.



Persons with a disability may request a reasonable accommodation by contacting Mary Vandevord at 480-312-7902 or mvandevord@scottsdaleaz.gov. Requests should be made 24 hours in advance, or as early as possible, to allow time to arrange the accommodation. For TTY users, the Arizona Relay Service (1-800-367-8939) may contact Mary Vandevord at 480-312-7902.

Arizona State law prohibits members of the public body from discussing or taking action on an item that is not on the prepared agenda. Speakers are limited to three (3) minutes to address the Task Force and Planning Commission during "Public Comment" time.

— Michael Kelly spoke about items 3, 5, and 6. He spoke about the General Plan Timeline and the significance of the Growing Smarter Act. The General Plan is approved by voters, which he opined makes it very important. He asked if the draft document will be meaningful, respected, and followed. He opined that the four dominant themes are still valid and that the Economic Development Department should embrace businesses that adhere to those themes. He concluded with stating that development should contribute its fair share in terms of infrastructure.

— Sandy Schenkat spoke on behalf of Laurie Coe. She stated that the first 40 minutes of the last Task Force meeting was full of contention and was ultimately embarrassing. She opined that the Task Force should look at why four of their members resigned. She stated that the views of the community should be heard. Ms. Schenkat finished by stating that she agrees with what Ms. Coe wrote.

— Copper Phillips opined that the Planning Commission has been in difficult situations in the past because the General Plan Land Use Element has been ambiguous and varies in interpretation. She stated that the General Plan's Land Use component must be specific and easy to understand and that the intent must be easy to interpret. Ms. Phillips submitted her suggested edits of the Land Use Element to staff.

2. Task Force and Planning Commission Introductions

— Planning Commission Chair Michael D'Andrea commented that he feels that those who resigned from the Task Force could have done more good by staying and contributing to the Task Force cause and stated that he wants public and Task Force input to keep happening.

3. Land Use Element and General Plan Amendment Criteria Review

Discussion, direction to staff, and/or possible action to accept the first draft of the General Plan 2014 Land Use Element, including draft Future Land Use Map, and General Plan Amendment Criteria.

Task Force Action/
Planning
Commission
Discussion Only

— Senior Planner Mary Vandevord presented the previous direction the Task Force took regarding the major General Plan amendment criteria and what was included in the draft Land Use Element included in the January 13, 2014 task Force packet for discussion and consideration.

— Accept Criteria #1, Change in General Plan Land Use Category Criteria Chart as presented. Motion by Molever, 2nd by Kidder; Approved 16:0.

— Member Kirtle y clarified that she made a motion to accept 2001 General Plan amendment criteria #1, #2, #3, and #4 (Change in Land Use Category, Area of Change Criteria, Character Area Criteria, and Water/Wastewater Infrastructure Criteria) at the December 2, 2013 Task Force Meeting that was accepted by the Task Force.

— Accept Draft 2014 General Plan Amendment Criteria #5 and #8 (Change to Amendment Criteria and Land Use Category Definitions Criteria and Exceptions) to the General Plan Amendment Criteria as

presented and do not include Draft 2014 General Plan Amendment Criteria #6 and #7 (Growth Area Criteria and Overlay Criteria) as presented. Motion by Kidder, 2nd by Molever; Approved 13:3, with Barnes, Cantor, and Kirtley dissenting.

— Modify 1st paragraph of Land Use Element Introduction, second sentence by replacing the word ‘endured’ with the word ‘experienced’.
— Make reference to Sensitive Design Principles – principles that are utilized throughout Scottsdale – in Land Use Element Introduction as opposed to the phrase “desert-sensitive design in northern areas”.

4. Character & Design Element Review MOVED UP FROM ITEM #6**

Discussion, direction to staff, and/or possible action to accept the first draft of the General Plan 2014 Character & Design Element, including, but not limited to discussion and possible action to accept first drafts of the Character Areas and Character Types Maps.

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— Accept Character Areas Map as presented. Motion by Molever, 2nd by Reinke; Approved 16:0.

— Adopt draft Character and Design Element as written. Motion by Burns, 2nd by Bergfeldt; Approved 16:0.

5. Economic Vitality Element

Discussion and direction to staff regarding the Economic Vitality Element of the General Plan, including, but not limited to, presentation and discussion on tourism development.

Presenters: Danielle Casey, Economic Development Director & Valerie LeBlanc, PLACES Consulting

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— Economic Development Director Danielle Casey gave a presentation on economic and tourism development in Scottsdale.

— PLACES Consultant Valerie LeBlanc gave a presentation on the Tourism Five Year Strategic Plan for Scottsdale and outlined approaches moving forward.

— Include policies regarding responsible government spending in the Economic Vitality Element draft.

6. Cost of Development and Growth Area Elements

Discussion and direction to staff regarding the following General Plan Elements:

- [Cost of Development Element](#)
- [Growth Area Element](#)

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— Direction for staff to provide draft Cost of Development and Growth Area Elements based on Task Force homework, big ideas discussions, and public workshop input. Motion by Bergfeldt, 2nd by Burns. Approved 16:0.

7. Future Agenda Items

**Task Force Action/
Planning
Commission
Discussion Only**

Discuss, give direction and/or possibly take action regarding the Scottsdale General Plan 2014 Task Force future agenda items, and may include, but is not limited to, possible scheduling of future General Plan Task Force special meetings.

— Member Molever suggested that a discussion concerning Task Force members advocating and/or marketing the 2014 General Plan be added as a future agenda item.

— Co-Chair Springborn suggested a discussion and possible action concerning adding a new Vice Chair or Co-Chair and replacement of resigned Task Force members be added as future agenda items.

— Long Range Planning Manager Erin Perreault Suggested that the Task Force add a tentative special meeting on February 10, 2014 in the event that extra time is needed to work on Task Force items. Task Force members agreed to add the date if needed.

8. Staff Updates (A.R.S. 38-431.02 (K))

**Non-Action/
Information
Only**

As time permits, staff will present a brief summary on the status of current events and activities, including, but not limited to upcoming events and program highlights pertaining to the General Plan 2014 process.

— Task Force members discussed upcoming public meetings of interest including:

- Co-Chair Wendy Springborn's upcoming speaking at Economic Development meeting of the Chamber on January 14, 2014 at 7a.m.
- Member Kirtley and former Member O'Hearn speaking at Community Council of Scottsdale at the Granite Reef Senior Center on January 16, 2014 at 7p.m.

— Senior Planner Mary Vandevord noted that a Youth Town Hall sponsored by the Mayor's Youth Council will be held on January 23, 2014 from 4-7pm at SkySong. Youth at the event will discuss the General Plan.

Next Task Force Meeting Date—January 27, 2014

Adjournment – 8:46 p.m.